Tourism in the Balaton Uplands National Park

Project supported by the Lifelong Learning Programme of the European Union
National Park Directorates and Protected Areas in Hungary
Operational area of the Directorate
Protected areas

**Operational area:** 1,004,664 ha
**National Park:** 57,019 ha
**Protected landscape areas (3):** 11,240 ha
**Nature conservation areas (27):** 5,064 ha
**Protected fens (131):** 14,000 ha
**Springs (registered):** 1,306
**Caves:** 707
**Sinkholes:** 423

**Designated Ramsar sites (2):** 14,745 + 60,000 ha
**Area designated for European Diploma:** 645 ha
Nature conservation areas:
Balaton Uplands National Park (57,019 ha)
What is Lake Balaton used for?

- recreation, tourism
- fishing
- drinking water supply
- commercial reed harvest
- nature conservation
Distinctively rich diversity of habitats
Geological diversity
How to use of ecosystem goods & services of protected areas and ecological networks

- visitor centres, sites
- Nature trails
- Guided tours
- Events

- Fairs
- Presentations
- Publications
- Internet
National Park Sites to Visit

• 15 interpretive sites, two of them are Visitor Centres

• Different themes and locations

• Operated by entrepreneurs

• Open mostly from May till September

• Entrance fee:
  child (4-14 years)
  adult
  discounted (full-time student, teachers, pensioner)

• We try to keep the entrance fee low
Financial Background of the Directorate

The main sources of income:

- Ministry of Rural Development
- Self-generated
- EU funded projects
- Agricultural subsidies

Sources of self-generated income:

- Agricultural activities 14.1 %
- Other (ecotourism) 85.9 %
Self-generated Income Excluding Agricultural Sources

- Entrance Tickets to the exhibition sites 71.22%
- National parks’ goods 7.76%
- Guided tours 9.04%
- Accommodation 5.19%
- Professional services 1.83%
- Training courses 1.10%
Costs of the Sites

- Monthly allowance for maintenance
- Percentage after tickets and national parks’ goods sold
- Cost of running utilities (electricity, water etc.)
- Initial and further investments
- Promotion
Created and partly sustained jobs on ecotouristic activity in the National Park Directorate

- Employees of Directorate
- Guides
- Entrepreneurs
- Producers of the national parks’ products
<table>
<thead>
<tr>
<th>Year</th>
<th>Number of Visitors</th>
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<tbody>
<tr>
<td>1998</td>
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<tr>
<td>2010</td>
<td>270 249</td>
</tr>
<tr>
<td>2011</td>
<td>271 953</td>
</tr>
</tbody>
</table>
Promoting win-win situation by partnerships

Nature Friends

Associations

Service providers

Companies
Networking – Western Pannonian protected areas

Natur verbindet uns
Összeköt a természet

Nyugat-Pannónia nemzeti parkjai és natúrparkjai

Westpannoniens Nationalparke und Naturparke
2005-2011 Preparation
2011-2012 Application for membership until 2016: Membership of European Geoparks Network and Global Geoparks Network – assisted by UNESCO

Source: www.europeangeoparks.org
Bakony-Balaton Geopark
more than 3000 km²
What is a geopark?

• A territory with a great geological heritage…
• protecting, interpreting heritage…
• and developing sustainable geotourism…
• in cooperation with its inhabitants…
• within the framework of a sustainable territorial development strategy…
• as part of an international network.

Based on: www.europeangeoparks.org
Hegyestű Geological Demonstration Site

The site of the future visitor centre of Bakony–Balaton Geopark

- central localization, easy accessibility;
- magnificent view at the top of the hill, possible starting point of geotours, geowalks;
- new/large buildings → new functions (geo-playroom, lecture room, interactive exhibition, etc.);
- here you can study the geology of Balaton Uplands and Western Hungary even now.
Beautiful outcrop of columnar joint basalt, from its top there is a spectacular view of Lake Balaton.
Tihany Peninsula

European Diploma: 1645 ha
Land of calmed down volcanoes
Pannonian Observatory

- Astrology is an activity that depends on weather and daylight.

- Our goal is to provide interesting and entertaining programs day and night, in good and bad weather as well.
Tapolca Basin
Lake Cave of Tapolca

Boating under the streets of a town
Caves, their significance and possibilities in geotourism

www.csodabogyos.hu
www.szentgali-kolik.hu
Salföld, Manor
- Hungarian domestic animals
- tame animals stroke
- herb garden
- hors-carriage tours
- photo exhibition
Buffalo Reserve

- Interactive exhibition
- Walkway

All year open
Protection of cultural-historical values

Kotsy Water Mill in Zalaszántó

Folk House at Kis-Balaton
Biodiversity at Kis-Balaton

Ramsar area

Wetlands of International Importance as Waterfowl Habitat

Podiceps cristatus

Lutra lutra
Guided tours at Kis-Balaton

Podiceps cristatus
Bird-watching at Kis-Balaton
2 Forest schools (accredited)
Environmental education for an eco-conscious generation
Permanent programs

- 22/04 Day of the Earth
- 09/05 Day of Birds and Trees
- 24/05 Day of European National Parks
- 17/09 Birthday of our NP: Preservation of Traditions and Nature Conservation
- 24/09 World-day of Tourism

- Free trips for children and families
Accommodation

Csopak

Tihany

Bakonybél
Local Products, National park products

Grey cattle and water buffalo salami
www.bfnp.hu

Látogassa meg a 15 éves Balaton-felvidéki Nemzeti Parkot kevezezménnyel!

Üdvözöljük a Balaton-felvidéki Nemzeti Park Igazgatóság hivatalos honlapján!

Number of visitors: cca. 1,1 Millions/year

3 languages hu, eng, de
Social marketing

● 4 million Hungarian users – a substantial base

● easy access of target groups, with quick and effective communication

● 3500 followers of our Facebook pages at present

● independent Facebook pages for 3 of our visitor centres
Thank you for your attention!

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